

# DIGITAL PRESS KIT

## Press Release

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Introducing Our One-Stop Partners

Governor's Office of Economic Development White Paper

California At-A-Glance

Innovation Hub Initiative

Governor's Conference on Small Business and Entrepreneurship



# INTRODUCING OUR ONE-STOP PARTNERS:



*The Governor's Office of Economic Development has been established to serve businesses. This one-stop resource will provide businesses with any assistance they may need to be successful in the local, national, and global economy. By bringing together all the necessary state and partner services, businesses can get what they need in an easy, convenient manner.*

## EXECUTIVE OFFICE

Director - Joel Ayala  
916-322-0694

## CALIFORNIA BUSINESS INVESTMENT SERVICES (CALBIS)

Deputy Director - David Freitas  
916-322-0564

- Site selection assistance
- Incentives and financial resource information
- State and local permit support
- Workforce, economic and demographic data

## COMMUNICATIONS

Deputy Director Marketing - Luis Farias  
916-322-0669

- Coordinates all marketing and communications
- Handles state, national, and international press inquiries

Deputy Director External Affairs - Maria Giuriato  
916-322-0671

- Responsible for communications to advance the GoED vision to create, maintain and support businesses
- Creates partnership opportunities with external and internal stakeholders to position and leverage the California brand as global leader

## INNOVATION & ENTREPRENEURSHIP

Deputy Director - Eloisa Klementich  
916-319-9954

- Stimulates partnerships, economic development, and job creation around specific research clusters through the state's Innovation Hub (iHub) initiative and other outreach efforts

## INTERNATIONAL TRADE

Deputy Director - Robert Tse  
916-319-9947

- Expands international trade opportunities
- Creates value for firms, organizations and entrepreneurs by leveraging the California brand

## SMALL BUSINESS ADVOCATES

Deputy Director - Marty Keller  
916-322-0673

- Increases small business participation in state contracting
- Reduces overly burdensome regulations
- Promotes California's economic recovery

## SMALL BUSINESS DEVELOPMENT CENTERS

State Chair California SBDC - Kristin Johnson  
707-496-7079

- Provides consulting, training and coaching to California businesses
- Assists businesses with government contracting, securing capital, commercialization of technology, strategic planning and startup needs

## CALIFORNIA ENVIRONMENTAL PROTECTION AGENCY

Assistant Deputy Director - Florentino Castellon  
916-322-0572

- Provides permit identification and regulatory compliance assistance
- Via CalGOLD website, provides links and contact information to permitting agencies

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# INNOVATION INSPIRATION OPPORTUNITY



# GoED White Paper

**Issue:** The state of California has not had a centralized entity that can help increase economic growth and create jobs. Given the nation's economic recession, the need for a centralized entity that can speak authoritatively on the state's behalf is critical.

**Solution:** Governor Arnold Schwarzenegger will launch the Governor's Office of Economic Development (GoED) to facilitate and stimulate economic growth through the development and implementation of strategic policies and partnerships with the private sector, community, local, and national organizations that enhance human and capital infrastructure as well as increase California's competitive advantage in the global marketplace.

## **Economic Benefits:**

GoED will immediately harness the knowledge and expertise of entities that have been part of disparate economic development efforts.

Examples:

- 1) There are \$1.5 billion American Recovery and Reinvestment Act (ARRA) funds available through the US DOT for marine projects and it is estimated that California could be awarded as much as \$300 million. The grants available through these funds are known as Transportation Investment Generating Economic Recovery (TIGER) Grants. In March of this year the ports of Oakland, Stockton and West Sacramento received \$30 million thanks to the Department of Food and Agriculture efforts. Now, GoED will be able to leverage this knowledge to help secure more grants across the state.
- 2) The Office of the Small Business Advocate has assisted thousands of small businesses on issues ranging from economic procurement to international trade. It has been an advocate for the small business community and its role is also expected to grow under GoED.

These are but a few examples of the potential GoED has to greatly increase the state's economic standing. In the coming weeks and months, GoED will work aggressively to increase the state's visibility and interaction with all stakeholders. In a first phase, GoED will use a website, toll free number, face-to-face meetings, forums, publications, marketing materials and partnerships to help engineer the state's economic comeback. In subsequent phases, GoED will work to create the structure and implement processes that will ensure the state's long term prosperity and increased desirability as a place to do business.



# California at a Glance

## *Economic Standing*

- California is one of the ten largest economies in the world with a gross state product of over \$1.8 trillion
- In 2008, the International Monetary Fund ranked California as the eighth economy in the world
- The Golden State represents 13 percent of U.S. GDP
- California is home to 51 Fortune 500 companies, more than all but 2 states

## *Agricultural Exports and International Trade*

- Agricultural exports represented \$10.9 billion in 2007
- 28 percent of California agricultural products were exported
- Global California exports have risen by 65 percent since 2003
- In 2009, California's export shipments of merchandise totaled \$120 billion, ranking California second only to Texas (\$163 billion)<sup>i</sup>

## *Business Advantages*

- California is the No. 1 one state for venture capital (VC). California receives four times more venture capital (as a share of gross state product) than the national average<sup>ii</sup>
- In 2008, California companies received more than \$14.2 billion, or 50.1 percent of all VC invested in the U.S. That's far more than any other state and represents a 40 percent increase over 2003<sup>iii</sup>
- California is the number one state for attracting foreign direct investment<sup>iv</sup>
- California is one of the top 5 states in the area of science and technology; specifically: No. 1 in Risk Capital and Entrepreneurial Infrastructure and No. 3 in Research and Development Inputs<sup>v</sup>
- California is one of the top 10 states in the areas of high-wage services, fastest growing companies, initial public offerings (IPO), innovation capacity and patents<sup>vi</sup>
- California's 3.5 million small businesses represent the largest network of small employers of any state. These businesses cut across every industry sector and offer small employers a robust network of business-to-business opportunities<sup>vii</sup>
- California's small businesses account for 99.2 percent of the state's employers and 52.1 percent of its private-sector employment<sup>viii</sup>
- California has proven to be an attractive location for international employers, ranking first in the U.S. in the number of employees supported by U.S. subsidiaries. U.S. subsidiaries in California employ 572,500 Californians<sup>ix</sup>
- California is ranked first nationwide in total high-tech exports
- Industrial R&D totals \$50.6 billion—ranked first in the nation



### *Educational System*

- There are over 2 million students enrolled in nearly 300 colleges and universities, with over 270,000 college graduates every year
- California supports creativity with a superior educational system and workforce training that produces an unrivaled highly skilled labor force

### *Foreign Direct Investment*

- Number one state for attracting foreign direct investment (FDI)
- FDI is concentrated in the following top 5 cities, accounting for almost 50% of all investment in CA: Los Angeles , San Francisco, San Jose, San Diego and Palo Alto
- CA has the opportunity to play a stronger international role in emerging sectors such as environmental/alternative energies (solar power), digital media and pharmaceutical

### *Industry Clusters*

- A key link between UC research, UC workforce development and California's economy, industry clusters are the drivers of regional and state economic growth
- Six industry clusters are currently fueling the state's economy: biosciences (pharmaceutical firms, medical laboratory research and biomedical instrument manufacturing); computers and semiconductors; information technology; telecommunications (communication services and equipment manufacturing); aerospace; and agriculture

### *Infrastructure*

- There are more than 15,000 miles of highways and freeways
- California is home to 12 cargo airports and 11 cargo seaports
- There are 18 foreign trade zones and 42 enterprise zones
- California's location on the Pacific Rim gives businesses access to the global economy and one of the largest trade networks of any state.

### *Other Interesting Facts*

- Over 600 members in the National Academy of Sciences and 100 Nobel Laureates call California home
- In 2008, over 19,000 patent originated in California, far more than any other state.
- Since 1963 (when patent records were first established), 432, 404 patents have originated in California which; represents 17 percent of all the patents issued in the history of the U.S. and more than twice the number originating from the next closest state (New York).<sup>x</sup>

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- <sup>i</sup> [http://www.ita.doc.gov/td/industry/otea/state\\_reports/california.html](http://www.ita.doc.gov/td/industry/otea/state_reports/california.html)
- <sup>ii</sup> <http://www.ssti.org/vc/california/all.php>
- <sup>iii</sup> Id
- <sup>iv</sup> [http://www.ita.doc.gov/td/industry/otea/state\\_reports/california.html](http://www.ita.doc.gov/td/industry/otea/state_reports/california.html)
- <sup>v</sup> <http://www.milkeninstitute.org/tech/tech.taf?state=CA>
- <sup>vi</sup> “2008 State New Economy Index,” *Kauffman Foundation*, 1/9/09
- <sup>vii</sup> <http://www.sba.gov/advo/research/profiles/09ca.pdf>
- <sup>viii</sup> Id
- <sup>ix</sup> <http://www.ofii.org/Docs/CA.pdf>
- <sup>x</sup> [http://www.uspto.gov/web/offices/ac/ido/oeip/taf/cst\\_utl.htm](http://www.uspto.gov/web/offices/ac/ido/oeip/taf/cst_utl.htm)



## Innovation Hub Initiative

In an effort to harness and enhance California's innovative spirit, the State of California developed a forward-thinking Innovation Hub (iHub) initiative in early 2010. The iHub initiative seeks to improve the state's national and global competitiveness by stimulating partnerships, economic development, and job creation around specific research clusters through State-designated iHubs. The iHubs leverage assets such as research parks, technology incubators, universities, and federal laboratories to provide an innovation platform for startup companies, economic development organizations, business groups, and venture capitalists.

On March 20, 2010, the State announced the first six inaugural designations of the iHub initiative. Guidelines for Round II are scheduled to be released at [www.business.ca.gov](http://www.business.ca.gov) in the coming weeks.

If you are interested in learning more about one of the six recently designated iHubs or contributing to a specific iHub, please contact the appropriate coordinator below:

### **i-GATE**

**Area:** Livermore Valley

**Lead Org:** City of Livermore

**Contact:** Rob White / (925) 960-4140

### **OCTANe**

**Area:** Orange County

**Lead Org:** OCTANe

**Contact:** Matthew Jenusaitis / (949) 330-6569

### **Greater Mission Bay Area iHub**

**Area:** San Francisco

**Lead Org:** San Francisco Center for Economic Development

**Contact:** Dennis Conaghan / (415) 217-5187

### **Sacramento iHub**

**Area:** Sacramento

**Lead Org:** Sacramento Area Regional Technology Alliance

**Contact:** Meg Arnold / (916) 231-0770

### **North Bay iHub**

**Area:** North Bay

**Lead Org:** Sonoma Mountain Business Cluster

**Contact:** Michael Newell / (707) 794-1240

### **Coachella Valley iHub**

**Area:** Western Coachella Valley and Greater Palm Springs

**Lead Org:** City of Palm Springs

**Contact:** Cathy Van Horn (760) 323-8175

**For more information on the iHub initiative, please feel free to contact:**

**Katy McKenzie**

**Assistant Deputy Director, Innovation**

**Governor's Office of Economic Development**

**(916) 319-9955**

[Katy.mckenzie@gov.ca.gov](mailto:Katy.mckenzie@gov.ca.gov)

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INNOVATION INSPIRATION OPPORTUNITY





## the GOVERNOR'S CONFERENCE on Small Business & Entrepreneurship II

Presented in Partnership with California  
Small Business Development Centers

### The Invitation

Governor Arnold Schwarzenegger invites you to bring your knowledge, networks and energy to join with hundred of fellow small business owners and entrepreneurs to discover and share new possibilities for the California recovery. The Governor will share his own insights about prospects for the state's future, along with other exciting and insightful guest speakers.

### The Experience

The Governor's Conference will gather California's most inspired and innovative small business owners and entrepreneurs to create a forum for ideas, inspiration, and practical solutions that will drive the entrepreneurial economy forward into its next era of prosperity. Practical, hands-on breakout sessions will offer insights and networking opportunities to help small business owners discover useful tools to navigate the current economic turmoil. *Topics include (partial listing):*

**Innovations in Social Media and Marketing:**

The use of emerging web tools to grow your business: from Twitter to targeted email marketing

**Finding New Customers – Selling to Government Agencies and Big Businesses:**

Tips and strategies for finding and successfully competing for contracts from local, state, and federal agencies, as well from some of California's biggest businesses

**“Greening” Your Business:** Comprehensive strategies for capitalizing on the emerging green economy

**Access to Capital:** How Small Businesses can gain access to all types of financing – from SBA to angels

**International Trade:** The world is California's market; how small businesses can participate as exporters and importers to expand their customer base.

## Tap Into the Power of **Connected** Small Business

Oakland Marriott  
City Center  
Thursday, May 6  
\$99 Registration

[www.californiasbdc.org/  
governorsconference](http://www.californiasbdc.org/governorsconference)

For registration, vendor, and hotel information, please visit:

[www.californiasbdc.org/governorsconference](http://www.californiasbdc.org/governorsconference)